



CAPTURING VALUE: PRICING AND REVENUE

This worksheet will help you explore how your venture can capture value with different pricing models (a.k.a. revenue models). It will also help you think about different models' implications for your venture.

1	Identify similar products' price points and revenue models for comparisons.	<i>Consider what would be next to it on a shelf or searched for on Amazon that is similar. Also look at complementary products people may already be buying. Comparable prices can give a starting point for what people could be willing to pay.</i>
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PRODUCT/SERVICE	PRICE	WHO PAYS & WHEN	NOTES

2	Imagine that your business had each of the revenue models below.	<i>As you go, discuss how each model fits your venture - or doesn't. Which make(s) the most sense? How would your offering change for different revenue models? Could you have multiple sources of revenue?</i>
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One-time price or fee
Do you have a high manufacturing cost to recover?



Give a product, sell the service
Will you make most of your profit on the service?



Sell a product, give the service
If your products aren't unique, could your service be more unique?



Subscription
Do you deliver value over time?



Membership
Is there a benefit to people using your product / service as often as possible?



Commissions
Would it be better for users to pay only when they are making money?



U B E R

Pay-as-you-go / pay-per-use
Do costs go up with use? Is this something people only need sometimes?



Subsidize part of the cost
Can you lower the cost for your users to get into your "system"?



B2B Licensing
Would a business pay for individual employees to use your tool on an ongoing basis?

**3****Identify some possible revenue models.**

From the examples on the previous page, choose and map out 2-3 revenue models you could prototype that would make sense for your venture. Sketch if you can.

1

2

3
